

ABSTRACT

A marketing agent and a manager work together on an advertising campaign, the marketing agent selecting prospects and advertising messages, and sending the messages to the prospects, and the manager exercising control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent. The advertising messages can be virtually anything, from simple logos or banner ads to sophisticated video advertising messages having interactive recipient interfaces, multiple pages of advertising, or cross-branding. Recipient responses to the advertising are tracked, and at least some of the tracking information is provided to the sending agents to assist in both concluding sales and in improving their targeting skills.